

Jacksonville's National Night Out



2016 Community Sponsor Package



Jacksonville's National Night Out - Sponsor Package



National Night Out Celebrating Community & Crime Prevention

National Night Out, held the first Tuesday in August, is a cooperative effort of all local, state and federal law enforcement agencies within Onslow County, both Military and Civilian. This family friendly event is free to the public. The City of Jacksonville, along with community partners, host this exciting annual event to promote crime prevention and create a positive bond with the community.

Each year National Night Out features musical entertainment. The event's 2015 musical entertainment 'rocked' the crowd with three acts and included a local favorite, Freeway! The Bicycle Raffle Giveaway for area children is a highlighted event! More than 75 bicycles were given away in 2015 and donations are beginning to come in for 2016. More than 150 vendors fill the walkway of the beautiful Riverwalk Park and include food, City, County, Military, Public Safety Demos, non-profits, activity booths and more!

The annual "Running With The Law" 5K Run has grown from it's inaugural event and the goal is to increase the number of participants annually. Proceeds benefit NC Special Olympics, a charity Jacksonville Police raise funds for throughout the year. The 2016 5K race will take place at the Jacksonville Commons on Saturday, July 30, a few days before NNO.

A fireworks display on the New River is the finale event for NNO. This spectacular show takes place just after sunset. 2015 attendance was estimated at 10,000. Community leaders, businesses, non-profit organizations and Citizens attend each year. This year is Jacksonville's 18th year celebrating National Night Out.

Jacksonville Police and the National Night Out Committee are seeking your support for this year's event, which will be held on Tuesday, August 2, 2016 at the Riverwalk Crossing Park in downtown Jacksonville. Plans for the 2016 National Night Out are underway! We hope you don't miss this opportunity to join us.

Our local partners collaborate to make this event a success. Local Partners include the City of Jacksonville, Jacksonville Police Department and Onslow County. However, the additional support of private sector companies, groups and individuals like you is essential to a successful event. We offer several levels of sponsorship for NNO and we hope you will join us in making the 2016 event a great success.

Thank you 2015 Sponsors!

Your support helped make it happen. Please Join us for 2016!
2015 Major Sponsors:

Marine Federal Credit Union
Onslow Memorial Hospital
Jacksonville Tourism Development Auth
The Jacksonville Daily News
Walmart
Target
ONWASA
Onslow County
Fairway Advertising
Sanders Ford
The Globe

"We were thrilled to be a part of National Night Out and all that it represents. Onslow Memorial Hospital is proud to part of this community and be active partners in crime prevention, public safety and healthy events such as "Running with the Law.""

VP Public Relations/Marketing at Onslow Memorial Hospital

***Thank you for considering sponsorship
for the 2016 NNO Community Event***

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Sponsor FAQs

- **Why should I sponsor NNO?** NNO is a great way to connect locally and let Citizens know that you care about the community. NNO Jacksonville had an estimated 10,000 visitors at the 2015 event, so there are a lot of opportunities for your organization to share in the message of public safety, crime prevention and community partnerships.
- **How do I get my logo on the Event T-shirt?** Commit to be a Gold+ Sponsor and above have your donation sent to Jacksonville NNO by May 1, 2016.
- **Do I get a space for my organization donation?** Yes! Every sponsor is entitled to at least 1 10'x10' booth space. Event Sponsors and Platinum Sponsors receive additional booth or activity space as well as premiere placement at the event!
- **Does NNO accept in-kind donations?** Yes! NNO accepts in-kind donations including bicycles for youths, bicycle helmets and school backpacks for the Bicycle giveaway. Gift certificates for Main Stage Raffle prizes may also be donated valued at \$100+ ie: gym membership, restaurant, department store, food store.
- **Am I allowed to sell items at my booth?** NNO does not allow you to sell individual goods, but welcomes you to promote your business in other ways. We welcome demonstrations, samples and information materials.



What's in the Mix for 2016

Inviting More Public Safety & Interactive Displays ● Main Stage Raffles at Sponsor Booths ● Public Safety Dance Contest ● Static Displays ● Bicycle Giveaway ● Children's Activities ● Live Music ● Food ● Fireworks

Have an idea for NNO?

Let Us Know! Call the Jacksonville Police PIO at 910 455-1772

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NNO Event Sponsor, \$5,000

One Sponsor Only to receive 'top shelf' Signage and inclusion in all promotional materials for NNO. Deliverable details on back

- G10TV - logo in promotion on digital signage & event promo
- Your logo & link on City homepage spotlight & NNO Pages
- Your logo in event print promotion - banners, newspaper, posters & flyers
- Your logo in social media posts on City Facebook or Twitter- event promotion
- Your company name mentioned - Radio spots
- Billboard - logo in promotion (donation in hand by May 1)
- Premiere placement booth (x3) or large display/activity area
- Your logo on all event signage
- Large logo on NNO T-Shirt
- Large logo on 5K T-Shirt
- Logo on NNO event signage
- Up to 100 - NNO T-shirts & 5 - 5K Run T-Shirts
- Add your promotional material in backpack at bicycle giveaway
- 20 5K Runner Packets



5K Run Event Sponsor, \$3,000

One Sponsor Only to receive 'top shelf' Signage and inclusion in all promotional materials for 5K Run. This Event Sponsor donation will help to pay for runner Bibs, Sensor, Water, T-Shirts, Award Medals. Deliverable details on back

- G10TV - logo in promotion on digital signage & event promo
- Your logo & link on City homepage spotlight & NNO Pages
- Your logo in event print promotion - banners, newspaper, posters & flyers
- Your logo in social media posts on City Facebook or Twitter- event promotion
- Your company name mentioned - Radio spots
- Billboard - logo in promotion (donation in hand by May 1)
- Premiere placement booths (x3) or large display/activity area
- Your logo on all event signage
- Large Logo on NNO T-Shirt
- Large Logo on 5K T-Shirt
- Your logo on 5K event signage
- Up to 50 - 5K Run T-shirts & 5 NNO T-Shirts
- Sponsor participation at race welcome & awards presentation
- 15 5K Runner Packets



Platinum Sponsor \$1,500+

- Your logo & link on City homepage spotlight & NNO Pages
- Your logo in event print promotion - banners, newspaper, posters & flyers
- Your logo in social media posts on City Facebook or Twitter- event promotion
- Your logo in event print promotion - banners, newspaper, posters & flyers
- Your logo on event signage (Event listings, map and welcome)
- Your logo on NNO T-Shirt
- Up to 25 event T-shirts
- Event booth x2
- 5 5K Runner Packets



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Gold Plus Sponsor \$1,000+

Receives all benefits of Gold Sponsor plus:

- logo on event T-shirt (if donation is received by May 1)
- 2 Runner Packets for running With the Law 5K

Gold Sponsor \$750+

- Your logo on NNO Page
- Your logo in social media on City Facebook or Twitter- event promos
- Your logo in event print promotion - newspaper, posters & flyers
- Your logo on event signage (Event Listings and welcome)
- Up to 12 event T-shirts
- Event booth x1

Silver Sponsor \$500+

- Your company name on NNO Page
- Your company name in social media posts, City Facebook or Twitter
- Your logo in event print promotion - posters & flyers
- Your logo on event welcome signage
- Your company name on event listing signage
- Up to 6 T-shirts for your staff
- Event booth x1

Bronze Sponsor \$250+

- Your company name on NNO Page
- Your logo in event print promotion - posters & flyers
- Your name on event welcome signage
- Up to 5 event T-shirts
- Event booth x1

Friend of NNO Up to \$250

- Your company name on NNO Page
- Your company name in event print promotion - posters & flyers
- Your name on event welcome signage
- Up to 4 event T-shirts
- Event booth x1

Please Note: Donations received after May 1, 2015 will not appear in first printing of promotional materials.

2015 NNO Promotional Materials



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NNO & 5K Deliverable Description

Television (logo in promotion) - **1-2 Video Promotional Spots** will run 2-3 times daily on G10TV starting a month prior to the event; **2-4 Informational Animated Slides Run 15-20 Daily** - Digital Signage (rotational animated images and information); on G10TV and Digital Monitors at the City of Jacksonville Recreation & Parks, Public Utilities, Police Station, and Public Services; **1 Video Promotional Spot** on local affiliate station - (in negotiation)

Radio - The City currently works with local talk radio – with spots 2 to 3 times in the morning in the 2 weeks before RWL and NNO events. (WRHT -96.3 Thunder Country and WTKF) The Event Sponsor will be mentioned on all radio slots. The City is in negotiation to secure additional stations. If funding allows, the City hopes to purchase radio promotional spots for the event.

Social Media - Social tweets and posts to begin one month prior to event, some post to be 'boosted'. Social Media followers as of January 2015 - Jacksonville Public Safety Facebook - 4,942 likes, Jacksonville Facebook - 5,188 likes, City Twitter - 1,200 followers, USMC - Lejeune - 35,000 likes

City of Jacksonville Web Home Page Spotlight & NNO Home Page - To begin one month prior to event
Event Sponsor Logo with Link 250x250px, Premiere Sponsor logo with link 100x100px, Silver & Activity Sponsor text link
Other Sponsors, name of organization or individual. - City of Jacksonville Monthly visits as of January 2014 - 27,500.

News Print - logo in promotion - Jacksonville Daily News (14,000 print subscribers, unknown web subscribers)
The Globe (Military), Rotovue (Military) serves Camp Lejeune, Camp Geiger and New River Air Station Circulated within the City of Jacksonville (approximate population, 82,000)

News Print & Online Placements - Up to 1/2 page placements in local newspapers with event Info and event map - with sponsor logo (up to four placements); Globe & Rotovue, half page Event Info and event info with map - with sponsor logo (up to two placements per); Online placements under consideration - front page banner ad or 10,000 impression placements with sponsor logo
JDN, Monthly Full Page message from City of Jacksonville (City events and important Governmental Messages) to include story on NNO with sponsor mention (Runs Wednesday and Saturday - July)

Promotional Print - Pre Event Promotional 250 Posters (11x17) & 500 Flyers (8x11) distributed locally throughout City - Event & Premiere Sponsor logos; Billboard - Event Sponsor logo Billboard size is 10.6 x 22.8 size billboard, The expected number of views will be 470,000 in a one month period.

Event Day Print - Event Map - Event Sponsor logo; Welcome Signage - Event Sponsor logo (Lg), Premiere Sponsor logo; Event Listing - Event & Premiere Sponsor logo, Activity Sponsor logo (next to activity only); Bicycle Giveaway - Event & Activity Sponsor logo; Entertainment Stage - Event & Activity Sponsor logo; Other Activities - Event & Activity Sponsor logo

Booth Spaces - 10'x10 per space, Limited electrical, Generators allowed in some locations. Premiere sponsors will have option to include activity area for their organization (ie: car dealership may have display space for autos).

Event T-Shirts - 2" to 6" on Back or sleeve if available.

NNO Important Dates

May 1, 2016	\$1,000+ Sponsor - Donation must be paid to get your company logo on the event T-Shirt (Donations less than \$1,000 do not appear on event T-shirts)
May 1	All Sponsors - Donation must be paid to appear in first round of promotional print material
June 2	All Sponsors - Donation must be pledged to appear in second round of promotional print materials
July 1	All Sponsors - Thank you for your payment by this date, enabling NNO plan, secure permits & purchase for the event. Donation pledges paid after July 1 may not appear in promotional materials. NNO will work to include pledge level promises where possible for donations after July 1.
July 30 8-10AM	RWL 5K Event (Sponsor Welcome & Info Tent) Jacksonville Commons, 100 Recreation Lane
August 2	National Night Out - at Riverwalk Crossing Park, 4 Court Street

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Thank you for sponsoring Jacksonville's National Night Out (NNO) for Tuesday, August 2, 2016. NNO is open to the public 5 - 9PM and is located at the Jacksonville's downtown Riverwalk Crossing Park. Jacksonville's NNO 2016 event will be held rain or shine. Note: No vehicles are allowed in the event area until the fireworks display is complete.

NNO is an outdoor event which is open to food vendors, non-profit organizations, military, law enforcement, and first responder organizations and affiliates. No selling of goods is permitted. Sponsors may display goods with information to purchase after the event.

Important Info:

- **12 - 4PM** **Vendor Set Up**
- **5-9PM** **Open to the Public** (Vendor booths to remain open during this time)
- **9PM** **Fireworks at the New River**
- **Sponsors are welcome to display goods and services, sales are prohibited**

☐ Check Here if You Will Have no Booth for NNO

Please fill out the form below so we may accommodate your requests. Please return completed for to Beth Purcell (910 455-1772) at 200 N Marine Blvd, Center for Public Safety or mail form to Jacksonville Police, NNO Committee, PO Box 128, Jacksonville, 28540-0128.

Organization/Business Name	Primary Phone:
Tax ID:	Alternate Phone:
Contact Name	Email
Street Address	City/State/Zip
Description of activity or items on display:	
Booth Space Requested	Quantity
10' x 10'	
Special Requirements:	

Release & Hold Harmless

I/we, the undersigned, for and in consideration of permission and space to participate in Jacksonville's National Night Out, August 2, 2016, agree to release and hold harmless, and defend the City of Jacksonville, NC, National Night Out, its officials, representatives, agents, servants, and employees from and against any and allow claims, actions, lawsuits, damages, judgments, liability and expense, including attorney fees and litigation expenses, in whole or in part arising out of, connected with or in any way associated with my/our activities preparing for Jacksonville's National Night Out, participating in Jacksonville's National Night Out or traveling to or from the City of Jacksonville to Jacksonville's National Night Out. I have read and fully understand the above release and hold harmless agreement.

Name of Sponsor (print) _____ Sponsor Signature _____ Date _____





POLICE • COMMUNITY PARTNERSHIPS



JacksonvilleNC.gov/NNO



Contact Us

NNO Coordinator - Staci Leyble, JPD
sleyble@jacksonvillenc.gov • 910 455-4000

NNO Sponsorship & Promotion - Beth Purcell
bpurcell@jacksonvillenc.gov • 910 455-1772

Jacksonville Public Safety • 200 Marine Blvd
PO Box 128, Jacksonville, 28540-0128